



District 39, West Division Update

Felicia Borges (she/her), 2023-24 Division Director, West Division

Update for July 8, 2023

What happens when Artificial Intelligence (AI) combines Toastmasters with D39 risk taking (or maybe a temporary lapse in judgement)? You get me—part mad hatter, part pirate, and part steampunk renegade all rolled into one. Perfect casting! I am honored to be the very first Division Director for the newly crafted D39 West Division and thrilled to welcome you to the Wild Wild West for the 2023-24 Toastmasters program year!

A little about me...

I am an artist and creator/volunteer organizer of 'Second Saturday in Natomas' (Northern Sacramento). I'm also in the early stages of creating 'Natomas Pride' for Pride month in 2024. On the weekends you can often find me in the gorgeous still waters of California, paddle boarding with my hubby and our sheepadoodle (HRH Princess Winnifred the Woebegone) or driving my pink go-kart at the local race track.

With over 25 years of state experience, I am currently the Statewide Planning and Organizational Development Manager for CalHR, the department that oversees human resources for the State of CA.

Annnnd...I'm also a Toastmaster. My home club is CAL Speakers (Downtown Sacramento), where I also currently serve as the club coach. Since becoming a Toastmaster in 2017, I have served as a VPPR, an Area Director (in Natomas), and have competed in international speech contests (including a top 10 finish at the District level). I am currently working through my fourth path in Pathways as well as looking to finish up earning my DTM.

West Division Team for 2023-24

Congratulations and THANK YOU to the following Toastmasters who have volunteered to be an Area Director in the West Division (see [map](#)) this coming year:

Area 35 (Natomas) – MJ Kelly

Area 33 (Downtown Sacramento-West side) – Jihane Agdal

Area 32 (West Sacramento, Davis, Dixon) – Rose Cooke

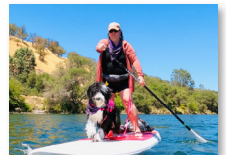
Area 34 (Downtown Sacramento-East side) –

Area 31 (Vacaville, Fairfield) –

West Division still has two Area Director roles to fill. If you, or a Toastmaster you know in the West Division, may be interested in volunteering for Area 34 or Area 31, or have questions about this role and want to explore if it could be a good fit this year, please reach out to me. Want to learn more about how to build public relations within a community (for Toastmasters and other interests)? Read on to see what it will be like to work with me this year. **Contact me: felicia.borges@district39.org**



An AI rendered portrait of Felicia in the Wild Wild West



Goals for 2023-24

I have over 30 years of Public Relations experience that has served me well, both professionally and personally. I've spent the last several years building PR within the Natomas community, which has included building up awareness of the multiple Natomas-based Toastmasters clubs. This includes, but is not limited to, developing mutually beneficial relationships with local leadership (e.g., City Councilmembers Kaplan and Talamantes), non-profit and community-based organizations (e.g., Natomas Chamber of Commerce, Sacramento Rainbow Chamber of Commerce), local media (e.g., N Magazine), social media, local businesses, etc. As an example, as a direct result of my efforts in just this last year, numerous artists that have participated in 'Second Saturday in Natomas,' have been cover artists for N Magazine, have shown their work throughout Natomas, at the annual "State of Natomas" event (attended by Senator Ashby, Mayor Steinberg, and others), at the Sacramento History Museum, and at various Councilmember sponsored events, (e.g., the inaugural Juneteenth event for Natomas). I aim to replicate these successful efforts (and many lessons learned) to benefit D39 Toastmasters clubs in other communities throughout the West Division.

My goal for this year is simple: Get more cheeks in the seats.

Membership building is a numbers game. If you want more members, you need more guests. This will be accomplished by:

- Collaborating: Work closely with the D39 leadership team and West Division Area Directors and Clubs as well as collaborating with other Divisions that touch the West Division (e.g., Division(s) within Downtown Sacramento).
- Taking inventory: Work with Area Directors and clubs to determine:
 - Which clubs are meeting in-person vs. virtual vs. in a hybrid environment
 - Which community the clubs identify with (e.g., Natomas vs. Downtown Sacramento vs. West Sacramento)
 - How they are currently marketing themselves within their own community
 - Current contact information (web address, social media, email, phone number, etc.)
 - Date/time of meetings
 - Any special attributes of the club (e.g., bilingual, etc.)
- Developing a Plan: Developing a Division-wide Public Relations Plan and working with Area Directors and Clubs (and other Divisions too) to execute the plan in the various communities where D39 West Division Toastmasters clubs currently exist. This could include:
 - Getting Clubs Ready: Ensuring clubs are ready for the onslaught of guests that are about to come their way:
 - Web and social media presence is up to date
 - Confirming who is responding to inquiries from potential guests
 - Ensuring in-person or virtual guest packets are ready to go for guests
 - Getting Resources Ready: Identifying what D39 resources are already available or can be acquired (e.g., pop-up tents, table/chairs, branded tablecloths, collateral, etc.) and what needs to be created (e.g., QR codes, 1-page flyers, press releases, branded social media posts, etc.) unique to each community to promote all clubs in that area.
 - Building PR: Working within the various communities to build PR momentum.
 - Conducting Marketing/Outreach: Conduct specific marketing/outreach efforts that are appropriate to each community (e.g., Staffing a pop-up booth at a Councilmember sponsored community event, working with local media to highlight local clubs, participating in community-based social media, etc.).

West Division Toastmasters, mount up. Let's ride.

Contact me: felicia.borges@district39.org